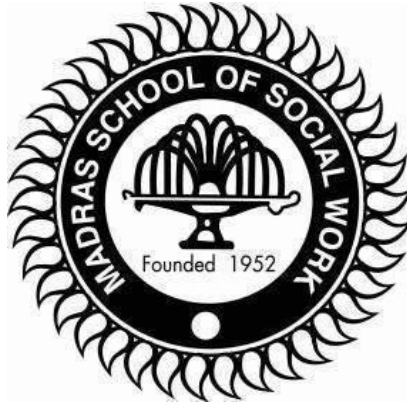


MADRAS SCHOOL OF SOCIAL WORK

(Affiliated to the University of Madras)

32 Casa Major Road, Egmore, Chennai-600008



**M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS**

(2022-2024)

PROGRAMME LEARNING OUTCOMES FOR MSSW (MSSW-POs)

Programme Learning Outcomes for MSSW refers to the intended outcomes of the programme of study which must be achieved for the award of a specific degree. A MSSW student should be able to:

PO1: Theoretical Understanding:

- I. Demonstrate a fundamental and systematic or coherent understanding of the academic field and its different branches and applications, and its linkages with related disciplinary areas/subjects;
- II. Procedural knowledge that creates different types of professionals related to the disciplinary/subject area, including professionals engaged in research and development, teaching and government/public service;
- III. Skills in areas related to one's specialization within the disciplinary/subject area and current and emerging developments in the field of respective discipline.

PO2: Application of Knowledge:

- I. Demonstrate the ability to use the knowledge of in formulating and tackling problems and identifying and applying appropriate discipline principles and methodologies to solve a wide range of problems associated with subject.

PO3: Research Acumen:

- I. Recognise the importance of qualitative as well as quantitative data and approaches/methods for fully comprehending the human society.

PO4: Evidence-based Practice:

- I. Plan and execute experiments or field investigations, analyse and interpret data/information collected using appropriate methods, including the use of appropriate software such as programming languages and purpose-written packages, and report accurately the findings of the experiment/field investigations.

PO5: Skills development:

Demonstrate relevant generic skills and global competencies such as

- I. problem-solving skills that are required to solve different types of problems with well-defined solutions, and tackle open-ended problems that may cross disciplinary area boundaries;
- II. investigative skills, including skills of independent investigation of related issues and problems;
- III. communication skills involving the ability to listen carefully, to read texts and research papers analytically and to present complex information in a concise manner

- to different groups/audiences;
- IV. analytical skills involving paying attention to detail and ability to construct logical arguments using correct technical language;
- V. ICT skills;
- VI. Personal skills such as the ability to work both independently and in a group. **PO6: Professional**

Development:

Demonstrate professional behaviour such as

- I. being objective, unbiased and truthful in all aspects of work and avoiding unethical behavior such as fabricating, falsifying or misrepresenting data or to committing plagiarism;
- II. The ability to identify the potential ethical issues in work-related situations; III. appreciation of intellectual property, environmental and sustainability issues; and IV. Promoting safe learning and working environment.

**PROGRAMME SPECIFIC LEARNING OUTCOMES (PSOs)
PG Social Entrepreneurship**

PSO No.	PSO Detail	PO
PSO 1	Gain disciplinary knowledge of social entrepreneurship to solve complex social problems.	PO1, PO2, PO4, PO6
PSO 2	Apply social entrepreneurship knowledge for finding innovative business solutions	PO2, PO3, PO4, PO6, PO1
PSO 3	Articulate programmes, policies and projects to the stakeholders and society at large by being able to document, design and report.	PO5, PO6, PO4
PSO 4	Combine synthesise to the field realities and social challenges for developing critical thinking and problem solving.	PO2, PO4, PO5, PO6
PSO 5	Adopt research based knowledge and methods to inquire, analyse and interpret data.	PO1, PO2, PO3, PO4, PO5, PO6
PSO 6	Collaborate with stakeholders from diverse and multicultural background	PO2, PO4, PO5, PO6
PSO 7	Application of appropriate technology to resolve the challenges face by society and marginalised community.	PO2, PO5, PO6,
PSO 8	Recognised the need for independent and continuous learning for development of individuals and matching the societal needs.	PO1, PO4, PO6

PSO 9	Enhance leadership qualities to propagate ethical value and handle multicultural environment.	PO1, PO2, PO3, PO4, PO5, PO6
PSO 10	Practice social entrepreneurship qualities to develop social venture and livelihood generation.	PO2, PO4, PO5, PO6

CHANGES MADE IN THE SYLLABUS – MASE (2022-24)

Introduction of New Courses

Semester I

1. Public Policy and Governance

Semester III

1. Business Accounting
2. Social Venture Planning and Development

Semester IV

1. Social Auditing and Social Return on Investment
2. Technology Driven Social Entrepreneurship.

Courses removed

Semester I

1. Human Resource Management

Semester II

1. Financial Accounting and Management

Semester III

1. Total Quality Management

Semester – I

Addition in Courses:

1. **Indian Society, Polity and Problems (Core)**

Unit 2: In Max Weber –Social Stratification

Unit 3: Diversity - North India, South India, Central India and Northeast India; gender, Spatial factors (rural, urban etc.)

Unit 5: Discussion on social problems - Human Rights violation, Child Rights, Women Right, Disaster Management, HIV AIDs, Alcoholism and Substance abuse; Displacement

and Ethnic conflict; Social exclusion -- Tribes, Minorities, marginalised groups and Disabilities.

2. Introduction to Research Methodology (Allied)

Unit 2: Sampling- probability and non-probability sampling-Questionnaire construction

Unit 5: Social Entrepreneurship research- Case examples

Shifted:

- 1. Introduction to Research Methodology (Allied)** - The Paper is shifted from Semester II to I

Shifted with in the Course:

1. Indian Society, Polity and Problems (Core)

From Unit 2 to Unit 1 Culture – Meaning features and types, Socialization – Meaning, Agencies. Social Institutions – Meaning, features, major social institutions, family, religion, economy, education, politics (Meaning features, types, recent changes and relation to development)

From Unit 1 to Unit 2 Major theoretical formulations in sociology - Emile Durkheim, Karl Marx, and Talcott Parsons; Major theories (e.g. Social Fact theory, Social Change theory, Functional theory, Conflict Theory, Social Stratification); Feminist theories and perspectives on understanding the society

From Unit 4 to Unit 2 Social Stratification - Meaning and features, forms of stratification, distinction between caste and class. Social Mobility - Meaning, types, factors affecting social mobility with special reference to India.

From Unit 5 to Unit 2 Social Mobility - Meaning, types, factors affecting social mobility with special reference to India. Social change - Meaning, nature of change, theories of social change, obstacles to social change

From Unit 4 to Unit 3 The Indian Society – A brief social history, typical features of Indian society - multi, religions, multi-caste, multi-lingual, rural, tradition vs modernity

From Unit 1 to Unit 5 The Concepts on Nation, State; Constitution (Fundamental Rights, DPSP), the rule of State and Democracy in Development, Federal System, Parliamentary democracy, Preservations or Protective Discrimination for Weaker Sections, The Nature of Government in India

Introduction to Research Methodology (Allied)

From Unit 4 to Unit 5: Social Entrepreneurship research - Research Application in Social Entrepreneurship - Social enterprises, their growth and development

Semester – II

Addition in Courses:

1. Development Economics (Core)

Unit 2: GATT, WTO, World Bank, ADP - five year plans and current changes

Unit 3: SDGs and Targets

Unit 4: Green Enterprises

2. Women and Social Entrepreneurship (Allied)

Unit 1: Transgender, LGBTQ

3. Social Marketing

Unit 1: consumer, customer, buyer segmentation and digital marketing

Shifted

1. Women and Social Entrepreneurship (Allied) - The Paper is shifted from Semester III to II

2. Rural Entrepreneurship -: The Paper is shifted from shifted from semester III to II

3. Vulnerability and Sustainable Environment (Core)- The Paper is shifted from shifted from semester III to II

Semester – III

Addition in Courses:

2. Fundraising and Resource Mobilization

Unit I - addition - Venture Capital and Angel investor

3. Legal Framework of Social Enterprise

Unit V - Social Securities Act 2020, 12A registration

4. Business Accounting

Unit 5: ERP

5. Social Venture Planning and Development

Unit V: Assignment section and Caselets

6. Project Management (Core) - Unit 1: Termination

Shifted & Course Renamed

1. Financial Accounting & Management course shifted from Semester II to III and **Renamed** as **Business Accounting** (Unit 3 shifted to unit 5)

2. **Project Management (Core)** - course shifted from Semester IV to III

Semester – IV

Addition in Courses:

1. Technology Driven Social Entrepreneurship (Allied)

Unit III - Urban technology

Unit II - IoT, AI, appropriate technology

Removed

1. Social Innovation and Social Entrepreneurship (Core)

Unit I - Removed the Concept and definition on Social entrepreneurship and social enterprise

Field Immersion - New Syllabus

FIELD IMMERSION REVAMPED COMPLETELY:

Social Entrepreneurship field immersion is an immersive field practicum focused on market research and discovery. The student will spend time wherever in the world your “field” is – whether that is in our own farm or in one of the far corners of the globe. The student will be focused on addressing a specific global challenge, and will use the field immersion to conduct primary market research. The goal will be to uncover authentic solutions to a global challenge, and develop one solution into a full-fledged business plan. This component of field immersion has three Modules and three Capstone Projects, one Action Learning Segment-observation visits, camps to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, construct social business models, and assess market feasibility for launching new start-ups.

The aim is to equip students with the skills and know-how of stage wise venture creation process. The first semester will be focused on the basic ideation process. The second semester will encompass business foundation process concepts on designing experiments for social problem solving and the third semester will aid in the process of the business model development. The aspirant will be well versed in the concepts of basics of the new venture development by means of concept-based action learning modules. Further, the introduction of venture startups will help gain practical experience within that semester.

By the end of the field Immersion, they will have a deep understanding of the realities of social entrepreneurship and be able to address practical questions like:

- What are the needs of this community, and what are the potential impacts from addressing those needs?
- Who are the key stakeholders with whom the team should consult?
- What are the biggest obstacles to addressing this global challenge?
- How much does it cost to build and install necessary products?
- How does the cost of living in a community factor into the bottom line?
- Will the market support this venture?

They'll return to the campus after the field experience for the semester with business models that address the global challenge and a new perspective on achieving objectives and solving problems. The ultimate goal is to develop an social entrepreneurial mindset, which is valuable within the program and will serve you well into the future

Phase	Semester	Modules, Social venture creation and Action Learning Segments
Ideation	1st Semester	<ul style="list-style-type: none"> ● Module-I: Entrepreneurial Idea Generation ,articulation and Identifying Business Opportunities, testing of ideas , opportunity mapping ● Social venture creation Project-I: Development of a Innovative social enterprise Idea into a Proof-of-Concept through observation visits and camps, Rural Visits.
Designing Experiment for solving social problem	2nd Semester	<ul style="list-style-type: none"> ● Module-II: Creating and sustaining social Enterprising Model & Organizational Effectiveness, workshops, Value proposition Canvas and Business Model Canvas ● Social venture creation Project-II: Development of Social Business Idea into working Prototype, Case Study Presentation, design thinking workshop.
Consolidation& Venture planning	3rd Semester	<ul style="list-style-type: none"> ● Module-III: Advancing Entrepreneurial Skill and Venture Planning, Community visit – Tribal &Rural, Vulnerable groups. Pilot Enterprise ● Social venture creation Project-III: Project work and Incubation milestone achievement and journal
Venture Start up (Immersion into Incubation)	4th Semester	<ul style="list-style-type: none"> ● Action Learning Segment-I: Post pilot Enterprise, Venture Establishment Phase at Incubators

Soft Skills and Boot Camp
Soft skills – New Syllabus
Soft skills completely revised
Addition- Boot-camp

Semester I: Soft Skills I

Personal self and projecting self

Purpose: The purpose of this session is to connect the first semester student with self, and express their self using the medium like Songs and Music. It also look at connecting the individual self with the common cause of others (class fellows). Then, it is committed to personal development of an individual with confidence to present themselves – about self and about the idea and project they want to carry out.

- Song and Music as a medium of connecting self and expressing self [Understanding Self; Communication of inner self with outer self: Communication with others].
- Note: Student must come up with their own composition that express self or connect to self (this activity may assign to individual or in group).
- Presentation skill – Stage Presentation, Presentations to the top Management, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids. [Note: The presentation skill must substantiate in building confidence for students to present their idea and project (which is going to implement in coming semesters)].
- At the end of this session, a session of presentation is compulsory where student will present themselves as an individual and connect with the aspect of why they join this course.

Semester I: Boot Camp I

Problem identification and understanding Business Model

Problem identification and opportunity recognition

- Understanding the problem and opportunity
- Field visit (to understand either urban or rural context)
- Problem analysis, problem mapping, prioritising the problem
- Solutions to address the problem.
- Alternative solutions and improvisation activities.

Business Models

- Business Canvas Model (Activity based)
- Lean Business Model (Activity based)
- Value proposition Model (Activity based)

Semester II : Soft Skills II

Out of Comfort Zone (Thinking beyond the box)

Purpose: The purpose of this session is to aligned with the journey of product or service development the address the solution to the identified problem. Making student to come out of the comfort zone – mentally and physically, the student will be put in a situation where they can start thinking creatively. The resource person will facilitate to crease such environment.

- Drama/Theater as a tool to come out of comfort zone and think differently.
- Acting, emerging in the role and role play (social entrepreneurship based characters).
- Note (must do): Preparing (individual) self script and act (Compulsory activity) – either through monologue and role play with other individual (this can be individual or group activity).
- *Note:* that the story line of Short story must address the problem which is identified (either in class, or during fieldwork or personal experiences).
- *Expected result of the session:* Student must come up with a short story (for short performance) that can be perform (in front of class and teachers).

Semester II: Boot Camp II

Entrepreneurial skill and Problem solving

- Effective Leadership Skill – Creative thinker, problem solver, positive attitude and behaviour, transformer and change maker (Activities based).
- Approaches to solve problem - Participatory Rural Appraisal (PRA)/ Rapid Rural Appraisal (RRA)/ and Participatory Learning and Action (PLA) - basic skills for need identification and implementation.
- Motivational activities – Game based activities.
- Product/Service and Prototype development [It must address the identify problems by students in earlier field visits or as per students personal experiences]

Semester III : Soft Skills III

Skills for Public Interface

Purpose: This session focuses on building confidence of student as a entrepreneur to come out and face public or audience. This exercise deal with addressing stage anxiety as well as building self confidence. Besides, it also look at how to reach out the idea and project/or product to mass through social media platform. In contradict to it, this session is blend in such a way that it connect to the soft skill like content writing, Word Excel, and poster designing.

- Story Telling and Public speaking (as a art form and required skill for a social entrepreneur).
- Make short film and/or Ads video (to upload to the social media). [Suggestion: Short videos for product advertisement is one of the example].
- Word Excel skill, Content writing and poster designing.
- Note: the activities to be conducted in this session must be contextualised in the realm of social entrepreneurship].

Semester III Boot Camp III

Creativity and innovation

- Developing games [to adopt to marginalised community and specially for school going kids]
- Design thinking approach to build games
- Brainstorming session to develop games
- Pilot and Testing
- Note: this session must come up with a workable game either in the form of (a) playing physical games (indoor or outdoor); or in the form of the game as a product for marginalised community and/ or for school going kids.

Semester IV: Soft Skills IV

Creative Implementation

Purpose: It is assumed that by the last semester, students are up to some extent ready with an idea which they want to bring out. For many, it can be just in ideation phase. This course has responsibilities to give a last touch to each student by facilitating them a space to project themselves in front of sponsor, entrepreneur teacher and fellow classmates. With it, this session focuses on the skill needed for implementation of the project. Through the medium of puppetry or dance, the idea/product/services which is having by student will translate into implementation.

- ***Creative Elevator Pitch Skill*** - Based on Social Venture student have in mind, Present 1 or 2 min pitch to class for a social venture concept idea that addresses a social problem and proposed solution to the problem.
- Puppetry and/ or dance as a tool for Creative Thinking.
- Plot for Puppeteer must include – Customer Service and Customer Relationship (connecting with various stakeholders/customer/target beneficiaries)
- **Note:** Production of self established/scripted puppetry must be performed in front of teacher, students or in group at the end of this soft skill.

Semester IV: Boot Camp IV

Market orientation and practice

- Digital marketing Skill and launching the products
- Adopting social media platforms like Facebook, Twitter, Instagram and YouTube for marketing
- Understanding Market Behaviour or/and Customer Behaviour (through activity based)
- Strategies and implementations to reach out to customers/target beneficiaries.

B: SYLLABUS MATRIX**SEMESTER I**

COURSE S.NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
1.	ME/22C/101	Introduction to Social Entrepreneurship (Core)	3	50	50	100
2.	ME/22C/102	Indian Society, Polity and Problems (Core)	3	50	50	100
3.	ME/22C/103	Management of Social Enterprise (Core)	3	50	50	100
4.	ME/22A/104	Introduction to Research Methodology (Allied)	2	50	50	100
5.	ME/22A/105	Public Policy and Governance (Allied)	2	50	50	100
6.	ME/22C/106	Field Immersion I	6	50	50	100
7.	ME/22S/107	Soft Skills and Boot Camp I	2	50	--	50
TOTAL CREDITS			21			

SEMESTER II

COURSE S.NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
8.	ME/22C/201	Development Economics (Core)	3	50	50	100
9.	ME/22C/202	Social Marketing (Core)	3	50	50	100
10.	ME/22C/203	Rural Entrepreneurship (Core)	3	50	50	100
11.	ME/22C/204	Vulnerability and Sustainable Environment (Core)	3	50	50	100
12.	ME/22A/205	Women and Social Entrepreneurship (Allied)	2	50	50	100
13.	ME/22C/206	Field Immersion II	6	50	50	100
14.	ME/22S/207	Soft Skills and Boot Camp-II	2	50	--	50
15.	ME/20R/208	Summer Internship	2			
TOTAL CREDITS			24			

SEMESTER III

COURSE S.NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
16.	ME/22C/301	Project Management (core)	3	50	50	100
17.	ME/22C/302	Fund raising and Resource Mobilization (core)	3	50	50	100
18.	ME/22C/303	Business Accounting (core)	3	50	50	100
19.	ME/22C/304	Legal Framework of Social Enterprise (core)	3	50	50	100
20.	ME/22A/305	Social Venture Planning and Development (Allied)	2	50	50	100
21.	ME/22C/306	Field Immersion III	6	50	50	100
22.	ME/22S/307	Soft Skills and Boot Camp-III	2	50	--	50
23.		Out Bound Training	2	-	-	-
TOTAL CREDITS			24			

SEMESTER IV

COURSE S. NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
24.	ME/22C/401	Social Innovation and Social Entrepreneurship (Core)	3	50	50	100
25.	ME/22C/402	Social Audit and Social Return on Investment (Core)	3	50	50	100
26.	ME/22C/403	Social Entrepreneurship Leadership and strategies (Core)	3	50	50	100
27.	ME/22A/404	Technology Driven Social Entrepreneurship (Allied)	2	50	50	100
28.	ME/20C/405	Research Project	6	50	50	100
29.	ME/22R/406	Field Immersion IV	6	50	50	100
30.	ME/22S/407	Soft Skills and Boot Camp-IV	2	50	--	50
TOTAL CREDITS			25			

Note: The Soft skill courses will not be taken into account for classification. But candidates should appear and pass all these subjects for course completion.

SEMESTER WISE BREAK UP

LEARNING FOCUS	
Semester I and II	<ul style="list-style-type: none"> • Understanding the socio, political, and economic environment • Observing market mechanisms • Experiencing the community-based practices, and • Articulating the complexities and ways in which issues are addressed • Here, students would be encouraged to participate in social solutions / ventures and / or carry out small scale experiments with the ideas to further improve the local environment without feeling concerned about success. Self-analysis of such experiences is the core of this learning process.
Semester III and IV	<p>Here, we would focus on helping students learn about opportunities for a social venture whilst considering options for social value creation. The students extend their learning about social problems and feasible solutions and engage in deeper understanding of social business. Such gives students an overview on how to develop viable venture plans which are capable of making larger social impact.</p>

SEMESTER I

Introduction to Social Entrepreneurship (ME/22C/101)
(Credits - 3) 45 Hours

Course Outcomes (COs)

CO 1	Gain command over the definition, types of entrepreneurs and entrepreneurship in India.
CO 2	List the characteristics of social entrepreneurs and social entrepreneurship constructively during presentation
CO 3	Explain the existing social entrepreneurship models and process involved through assignments
CO 4	Articulate social entrepreneurship in practice with precise example
CO 5	Design ethical principles for a social enterprise aligned to Sustainable development goals.

UNIT I: Entrepreneur and Entrepreneurship

- i) Meaning, definition: Entrepreneur, Entrepreneurship.
- ii) Types of Entrepreneurs-Social entrepreneur, Serial entrepreneur, Life style entrepreneur.
- iii) Types of Entrepreneurship-creative entrepreneurship, inclusive entrepreneurship, knowledge entrepreneurship. Entrepreneurial characteristics: Inspiration, creativity, direct action, courage and fortitude.
- iv) Characteristics of entrepreneur: innovate, introduces new technologies, catalyst, creative, generating opportunity for profit or reward.
- v) Entrepreneurship development in India. Scope of entrepreneur development, Concepts of Value Creation.

UNIT II: Social Entrepreneur, Social Entrepreneurship and Social Enterprises

- i) Meaning, definition: Social entrepreneur, social entrepreneurship, social enterprises.
- ii) Characteristics of Social Entrepreneurship - social catalysts, socially aware, opportunity seeking, innovative, resourceful, accountable.
- iii) Differences between Business and Social Entrepreneur, Entrepreneurship and Social Entrepreneurship.
- iv) Social Entrepreneurship in developing countries and in India.

UNIT III: Social Entrepreneurship Models, Skills and Qualities of Social Entrepreneur

The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) framework, The Case Model

- i) The Social Entrepreneurship Framework. Sources of Social Entrepreneurship -Public
- ii) Sector, Private Sector, Voluntary Sector.
- iii) Qualities and Skills of Social Entrepreneur - Entrepreneurial, innovative, transformatory, leadership, storytelling, people, visionary opportunities, alliance building, questions and doubts, accountability, missing skills, succession, scale.

UNIT IV: Social Entrepreneurship in practice

- i) Bangladesh Rural Advancement Committee (BRAC), The Grameen Bank (GB), The Self Employment Women's Association (SEWA), Aravind Eye Hospital, Barefoot College, Bhartiya Samruddhi Investment & Consulting Services (BASIX), Narayana Hrudayalaya Institute of Medical Sciences, Technology Informatics Design Endeavour (TIDE).
- ii) Boundaries of Social Entrepreneurship – Social service provision
- iii) Social activism – Introduction to Governance Entrepreneurship.
- iv) Emerging Green enterprises in Tamil Nadu.

UNIT V: Ethical Entrepreneurship and challenges in Social Entrepreneurship

- i) Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics.
- ii) Entrepreneur and customer
- iii) Entrepreneur and employee,
- iv) Entrepreneur and Government.
- v) Challenges in Social Entrepreneurship

Books for References:

- 1) Robert A. Philips Margret Bonefiel Ritesh Sharma, Social entrepreneurship, the next big business opportunity Global Vision Publishing House, New Delhi, 2011
- 2) S. S. Khanka, Entrepreneurship in India, perspective and practice, Akansha publishing house, New Delhi, 2009
- 3) Jill Kickul and Thomas S. Lyons, Routledge, Understanding social entrepreneurship, the relentless pursuit of mission in an ever changing world, New York, 2012
- 4) Vasanth Desai, Entrepreneurial development, Himalaya Publishing House, 2008, web resources
- 5) Bornstein, David, how to change the world: social entrepreneurs and the power of new ideas New York, Ny: oxford university press, 2004
- 6) Dees, j. Gregory, "the meaning of social entrepreneurship" center for the advancement, 2007. of social entrepreneurship duke university - http://www.caseatduke.org/documents/dees_sedef.pdf
- 7) Martin, roger and Osberg, sally, "social entrepreneurship: the case for definition", Stanford social innovation review. 2008

Understanding Society, Polity and Social Problem (ME/22C/102)
(Credits- 3) 45 hours

Course Outcomes (COs)

CO 1	Describe the characteristics of socio-cultural institutions, intersectionality and their implications in the society
CO 2	Explain the process of social change and theoretical backgrounds
CO 3	Analyse the non-economic factors affecting the development in the society
CO 4	Illustrate the fundamental rights and constitutional protective discrimination in India
CO 5	Discuss various social problems existing in the society and their implications in the society

UNIT I: Understanding the society - I (12 hrs.)

Society - Meaning and characteristics. Key concepts of society; community, association, social groups, social processes, social interaction, social control, heredity and environment

Culture - Meaning features and types, Socialization, Social Institutions - Meaning, features, major social institutions, family, religion, economy, education and politics (Meaning features, types, recent changes and relation to development).

UNIT II: Understanding the society - II (12 hrs.)

Social Stratification - Meaning and features, forms of stratification, distinction between caste and class. Social Mobility - Meaning, types, factors affecting social mobility with special reference to India.

Social change - Meaning, nature of change, theories of social change, obstacles to social change

Major theoretical formulations in sociology - Emile Durkheim, Karl Marx, Max Weber, and Talcott Parsons; Major theories (e.g. Social Fact theory, Social Change theory, Functional theory, Conflict Theory, Social Stratification); Feminist theories and perspectives on understanding the society

UNIT III: Understanding Indian society

The Indian Society – A brief social history, typical features of Indian society - multi, religions, multi-caste, multi-lingual, rural, tradition vs modernity; Diversity - North India, South India, Central India and Northeast India

Non-economic factors affecting development (with special reference to Indian context) – gender, caste, class, religion, Spatial factors (rural, urban etc.) family values, education and politics.

UNIT IV: Basic features of the Indian constitution

The Concepts on Nation, State; Constitution (Fundamental Rights, DPSP), the rule of State and Democracy in Development, Federal System, Parliamentary democracy, Preservations or Protective Discrimination for Weaker Sections, The Nature of Government in India

UNIT V: Understanding social problems

Discussion on social problems - Human Rights violation, Child Rights, Women Right, Disaster Management, HIV AIDs, Alcoholism and Substance abuse; Displacement and Ethnic conflict; Social exclusion -- Tribes, Minorities, marginalised groups and Disabilities.

Books for References:

- 1) Bipan Chandra, (2009) History of Modern India. New Delhi: Orient Blackswan
- 2) Ahuja, R. (1999) Society in India: Concepts, Theories and Recent Trends. Jaipur: Rawat
- 3) Herald, R. M. & Haralambos, M. (2011) Sociology: Themes and Perspectives. Oxford: OUP
- 4) Rao, C.N. Shankar (2007) Sociology: Principles of Sociology with an Introduction to Social Thought, S. Chand and company Ltd
- 5) Douglas Mann (2011). Understanding Society: A Survey of Modern Social Theory (Second Edition). Oxford: Oxford University Press
- 6) Yogendra Singh (1997). Social Stratifications and Change in India, 2nd Edition
- 7) Milton Singer and Cocha B.S.(1968). Structure and Change in Indian Society
- 8) Rao, C.N. Shankar (2017) Indian Social Problems: A Sociological Perspective, S.Chand and company Ltd

Management of Social Enterprises (ME/22C/103)

(Credits-3) 45 Hours

Course Outcomes (COs)

CO 1	Explain the social enterprise plan matching its objectives
CO 2	Develop theory based conceptual enterprise framework
CO 3	Describe the managerial techniques involved in building the enterprise
CO 4	Analyze the functional procedures and issue handling methods throughout the setting up of the enterprise
CO 5	Design newer ways of improving the performance of the enterprise periodically

UNIT I: Management Concepts

- i) Concept of management - Principles of Management - Nature and Functions of Management
- ii) Recent developments in Management Thoughts - Emerging Trends in Management: Liberalisation, Privatisation, Globalisation, Continuous change
- iii) Management of Social Enterprises - Insights from Indian practices and ethos. Issues and Challenges

UNIT II: Planning and Decision Making

- i) Nature, significance, forms and types of planning - steps in planning and Forecasting - Limitations
- ii) Decision Making: meaning, types, uncertainty and risk
- iii) Organising: Meaning, process, principles and common organisational structures; Departmentalization, Delegation & Decentralization

UNIT III: Coordination, Control & Evaluation

- i) Coordination: Need for coordination, types and techniques
- ii) The basic control process - Types of control methods - Essentials of effective control system
- iii) Programme evaluation and review techniques –PERT and CPM

UNIT IV: Communication strategies for Social Enterprise

- i) Managing Formal and Informal Communication for Social Enterprises productivity
- ii) Various communication formats a social entrepreneur can make use of for marketing and advertising
- iii) Strategies for effectively communicating ideas, pitches and purpose of a social enterprise
- iv) Non-Verbal Communication Strategies while Negotiating and Interacting in Business set ups

UNIT V: Strategic Problem Solving and Conflict Handling

- i) Problem solving- Concept, Challenges, Strategic approaches- developing project charters and forming diagnostic analysis, designing and implementing solution analysis, Problem solving in high performance teams, Team problem solving, Indian ethos related to social enterprises.
- ii) Conflict handling- Concept, Conflict handling styles: competing, collaborating, avoiding, accommodating and compromising. Skills and Techniques for Conflict Management - lobby, persuasion, dialogue, consultation, trust building, defusing anger, anger management, building rapport, empathetic listening, one-on-one conversation, recognizing different issues and viewpoints, transparent and empathetic communication, sharing of information and position, conflict analysis and joint costing, Transforming competitive negotiation to collaborative, exploring and choosing alternatives and formalizing agreements.

Books for References:

- 1) Hellriegel / Jackson / Solum, Management-A Competency based approach, Thomas, South Western, 11th Edition, 2007.
- 2) Allen, L.A., Management and organization, Mcgraw Hill publishing co., ltd. 2002.
- 3) Chandra bose. D. Principles of Management and Administration PHI 2002.
- 4) Hannagan, Management concepts and practices, Macmillan India Ltd., 2009.
- 5) Koontz O'Donnell, Principles of Management Mcgraw Hill publishing co., ltd., 2011.
- 6) Prasad, L. M, Principles and practices of Management Sultanhand & Sons. 9th Edition, 2016.
- 7) Sathya Raju, Management: Text & Cases, PHI, 2002.

Introduction to Research Methodology (ME/22A/104)
(Credits - 2) 30 hours

Course Outcomes (COs)

CO 1	Identify appropriate research problem in the area of Social entrepreneurship
CO 2	Employ suitable research Design
CO 3	Collect data using appropriate qualitative and quantitative methods
CO 4	Analyse data using the appropriate tools and technology
CO 5	Prepare research report with Social entrepreneurial venture idea or plan.

UNIT I (9 hrs.)

Research - Concept, Meaning, Characteristics, Scope, Objectives and limitations; Types of Research- Inductive, deductive, Pure, Applied, Qualitative, Quantitative and Action research; Literature survey –meaning, Importance and sources; Research Ethics.

UNIT II (9 hrs.)

Identification and formulating of research problem, framing questions and objective; Hypothesis- Meaning, characteristics, types and testing hypothesis; Research Designs- Descriptive, Explanatory, Exploratory, Experimental, Diagnostic and mixed research designs- Sampling- probability and non-probability sampling-Questionnaire construction

UNIT III (9 hrs.)

Sources of data - Primary and secondary; Methods and methodologies- Qualitative approach (Participant observation, Focus group interviews, Oral histories and Narratives, Case study and content analysis); Quantitative approach (Questionnaire- Interview, Schedule and mixed approaches); Scaling Techniques - Normal, Ordinal, Interval and Ratio

UNITIV (9 hrs.)

Data Processing, Analysis and Interpretation- Variables, Coding, Use of Statistics in research (frequency distribution, mean, median and mode); Quantitative data analysis - Use of Statistical Package (SPSS); Presentation of research results- Tabulation- Need and guidelines; Grouped and Ungrouped frequency tables, Charts and diagrams

UNITV (9 hrs.)

Report Writing - Significance, Types and Steps; Writing strategies - Executive summary, Structure and style of report writing; Bibliography-Referencing and citations

Social Entrepreneurship research - Research Application in Social Entrepreneurship - Social enterprises, their growth and development - Case examples

Books for References:

- 1) Babbie Earl (2008), The Basics of Social Research, Printed at Thomson Higher Education, USA.
- 2) Ranjit Kumar (2011), Research Methodology - A step by Step Guide for Beginners.
- 3) Blalkie, N. (2010), Designing Social Research. 2nd Edition, Cambridge: Polity Press.
- 4) Elliott, Alan C and Woodward Wayne, A. (2007). Statistical Analysis - Quick Reference Guidebook, New Delhi: Sage Publications.
- 5) Gomm Roger (2008) Social Research Methodology: A Critical Introduction, New York: Palgrave Macmillian.
- 6) Osborne W. Jason, (2008), Best Practices in Quantitative Methods, London: Sage Publications.
- 7) Jackson L. Sherri, (2009), Research Methods and Statistics, New Delhi: Rawat Publications
- 8) Kothari-Research Methodology, 4thEdition, 2017.
- 9) Cooper and Schindler - Business Research Methods, 11th Edition, 2013.

Introduction to Public Policy and Governance (ME/22A/105)
(Credits 2) - 30 Hours

CO 1	State the definition and types of Public Policy and its models precisely and make an article for magazines.
CO 2	Distinguish the constitutional framework for policy making and its external influencing agencies proposing evidence based solutions.
CO 3	Validate policy implementation, monitoring and Evaluation effectively
CO 4	Critically analyze and evaluate major public policies implemented in India
CO 5	Synthesize the concept of governance with initiatives of good governance that makes positive contribution to a more socially just society.

UNIT I: Introduction

Concepts of Public and Policy – Definition, Scope, Significance and Types - Regulatory, Welfare, Distributive and Re-distributive

- i) Models of Public Policy: Systems Model, Group Theory Model, Institutional model, Elite theory model and Game Theory Model

UNIT II: Constitutional framework for Policy Making

- i) Institutional Factors: Legislature, Executive, Judiciary, Planning Commission and National Development Council
- ii) Other Forces in policy making: Public Opinion, Political parties, Pressure groups, Media and Professional Bodies - External Influencing Agencies: SDGs, UNDP, WHO, ILO, UNEP, ADB, World Bank, and IMF - Policy Making process

UNIT III: Policy Implementation and Monitoring - Evaluation

- i) Public Policy Delivery Agencies and Implementers: Modes of Policy Delivery and Implementers - Enforcement Modes.
- ii) Problems in Public Policy Implementation: Conceptual, Political and Administrative Problems, Role of Ethics - Conditions for Successful Implementation of Policy
- iii) Policy Monitoring: Techniques, Constraints in Policy Monitoring, Measures for Effective Policy Monitoring - Policy Evaluation: Process and Criteria, Evaluating Agencies, Problems in Policy Evaluation

UNIT IV: Major Public Policies in India implemented in the last 5 years

Case study analysis

UNIT V: Governance

- i) Concepts, Definition, Good Governance, Characteristics of good governance, Dimensions of Governance, urban and rural governance, impact of good governance.
- ii) Initiatives for Good Governance: Right to Education, Right to Information and Right to Public Services - Initiatives in Local Governments: Social Audit, Citizen Charter, Citizen Report Card and Ombudsman

Reference

1. Public Policy - Formulation, Implementation and Evaluation by R. K. Sapru @ 2015, Sterling Publishers (P) Lit., New Delhi.

Field Immersion 1: ME/22C/106

credit: 6

Phase I: Ideation.

Course Outcomes (COs)

CO 1	Observe the competencies of social entrepreneurs in social enterprise development
CO 2	Generate business idea for solving social problem.
CO 3	Recognize the ecosystem for developing the venture
CO 4	Articulate the idea in to a proof of concept

Module I: Entrepreneurial Idea Generation, articulation and Identifying Business Opportunities, testing of ideas, opportunity mapping

Social venture creation Project I: Development of an Innovative social enterprise Idea into a Proof-of-Concept through observation visits and camps, Rural Visits.

Soft Skills I
ME/22S/107 (Credits-2)

Personal Self and Projecting Self

Course Outcomes (COs)

CO 1	Describing importance of self and role of projecting self.
CO 2	Illustration of self with entrepreneurial environment and various stakeholders.
CO 3	Personality development of student with confidence to present themselves.
CO 4	Formulate connections of self with the common cause of others.
CO 5	Demonstrate presentation skill with confidence to present their idea and project

Purpose:

The purpose of this session is to connect the first semester student with self, and express their self-using the medium like Songs and Music. It also looks at connecting the individual self with the common cause of others (class fellows). Then, it is committed to personal development of an individual with confidence to present themselves – about self and about the idea and project they want to carry out.

- Song and Music as a medium of connecting self and expressing self [Understanding Self; Communication of inner self with outer self: Communication with others].
- Note: Student must come up with their own composition that express self or connect to self (this activity may assign to individual or in group).
- Presentation skill – Stage Presentation, Presentations to the top Management, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non - verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids. [Note: The presentation skill must substantiate in building confidence for students to present their idea and project (which is going to implement in coming semesters)].

At the end of this session, a session of presentation is compulsory where student will present themselves as an individual and connect with the aspect of why they join this course.

Boot Camp I
Semester I

Problem identification and understanding Business Model

Problem identification and opportunity recognition

- Understanding the problem and opportunity
- Field visit (to understand either urban or rural context)
- Problem analysis, problem mapping, prioritising the problem
- Solutions to address the problem.
- Alternative solutions and improvisation activities.

Business Models

- Business Canvas Model (Activity based)
- Lean Business Model (Activity based)
- Value proposition Model (Activity based)

SEMESTER II

Development Economics (ME/22C/201)
(Credits 3) 45 hours

Course Outcomes (COs)

CO 1	Explain the concepts of development economics and theoretical background with reference to social problems
CO 2	Discuss the complexities in Indian Economy in the light of Social Entrepreneurship
CO 3	Demonstrate the relation between Human development Index and Sustainable Development Goals (SDGs)
CO 4	Illustrate Agriculture and Industrial economic development and their challenges in India
CO 5	Analyse the causes for uneven economy and development gaps in India

UNIT I (10 hrs.): Concepts of Development and Forms of Economy

Development: meaning and concepts, Concepts of developed and developing economies; Main forms of economy: Capitalism, Communism, Socialism, mixed economy - Characteristics, advantages and disadvantages; Meaning and Scope of Micro and Macro Economics; Theoretical understanding for development economics; importance of knowledge of economics for social entrepreneurs.

UNIT II (7 hrs.): Indian Economy an Overview

Characteristics of Indian Economy and Economic Institutions; Major features of Indian economy at independence; Globalisation, liberalisation corporate business organisations, and their impact on the world order and Indian economy, GATT, WTO, World Bank, ADP; Growth and development under different policy regimes-five year plans and current changes.

UNIT III (5 hrs.): Measurement of Human Development

Concepts and Measures of Human Development - Human Development Index, Gender Development Index- Gender Empowerment Measure; Human Development in India and States; MDGs, SDGs and Targets

UNIT IV (14 hrs.): Agriculture, Industry and Development

Agriculture and Economy: Place of Agriculture, Cause for low productivity, Farm size-Fragmentation of holdings, Cooperative farming; Concepts of food security and self-sufficiency - Green revolution and agriculture policy.

Industry and economy: role of industrialization, pattern of industrialization, definition and role of public and private sector, IT sector, Service Sector, Small Scale Industry, Village and Cottage Industry; Green Enterprises, current industrial policy - Centre and state; Special Economic Zones - issues and implications

UNIT V (9 hrs.): Political Institutions and Development Perspective

Political institutions and the functioning of state; the determinants of democracy; state ownership and regulation; government failures and corruption; Causes for uneven economy in India

Major issues of development: Market economy, Accumulation, Income distribution and poverty, Employment issues; Environmental problems, Natural resources, Inclusive growth and sustainable development

Books for References:

- 1) Dreze, J.A. and A. K.Sen (2014), An uncertain glory: India and its contradictions Penguin Books, New Delhi.
- 2) Jalan, Bimal (2004) Indian Economy: Problems and Prospects: Penguin Books, New Delhi.
- 3) Kurien C.T (1992) The Economy: An Interpretative Introduction Sage Publications.
- 4) Kurien C.T. (1994), Global Capitalism and Indian Economy Orient Longman.
- 5) Vaidyanathan A. (1995), The Indian Economy: Crisis, Response and Prospects Orient Longman.
- 6) Dutt and K.P.M.Sundaram (2006) Indian Economy, New Delhi, Sultan and Chand Company.
- 7) Kapila, Raj and Kapila, Uma (2002), India's Economy in the 21st Century. New Delhi: Academic Foundation.
- 8) Dingra, I.C. (2009), Indian Economy, New Delhi: Sultan and Chand Sons.
- 9) Gupta K.R and Gupta, J.R (2008), Indian Economy, New Delhi, Atlantic Publishers.

Social Marketing (ME/22C/202)
(Credits- 3) - 45 Hours

Course Outcomes (COs)

CO 1	Analyze the social environment to identify behavior and habit based social issues
CO 2	Demonstrate the target audience and the subsequent behavior change required
CO 3	Develop a process of behavioral change through contextual research
CO 4	Implement the change process suiting the regional / national needs
CO 5	Aiding the change by applying methods that overcome the barriers to behavior change
CO 6	Sustaining the change and progressing based on evaluation

UNIT I: Introduction

Understanding market & marketing, consumer, customer, buyer, segmentation, digital marketing and social media marketing in Social Marketing and its applications - a brush up course will be given to the students to understand Social Marketing after having understood general marketing.

Social marketing: concept, definition - types - objectives - instruments - branding - History of social marketing - Principles of social marketing - Features of social marketing theory, steps in the strategic marketing planning process, Tips for success - Application of social marketing in social entrepreneurship.

UNIT II: Social Marketing Environment

Analyzing the social marketing environment: Determining research needs (Indian Case) and options - Choosing a purpose, focus for your plan, and conducting situation analysis

UNIT III: Segmenting Market

Selecting target audiences, objectives and goals: Segmenting, evaluating and selecting target audiences - Case Study, Setting behavioural goals and objectives - Identifying barriers, benefits, competition and influential others.

UNIT IV: Social Marketing Strategies

Developing social marketing strategies: Crafting a desired positioning - creating a product platform. Determining monetary and non-monetary incentives for a desired behaviour, Place: Making access convenient and pleasant. Promotion: Deciding on messages, messengers, and creating strategies, Selecting communication channels.

UNIT V: Managing Social Marketing Campaigns

Managing social marketing program: Developing a plan for monitoring and evaluation - Establishing budgets and finding funding -Creating an implementation plan and sustaining behaviour.

Books for References:

- 1) Social marketing “influence behavior for good” By Nancy R.Lee Philip Kotler, Sage Publication 2001. Isbn: 978-81-321-1021.
- 2) Social Marketing in India, Sameer Deshpande, Nancy R.Lee, Sage Publication 2015. ISBN: 978-81-321-1357-7.
- 3) By Rob Donovan, Nadine Henley, Principles and Practice of Social Marketing: An International Perspective, 2nd Edition, 2010.

Rural Entrepreneurship (ME/22C/203)
(Credit 3) 45 Hours

Course Outcomes (COs)

CO 1	Identify the skills and challenges of rural entrepreneurs for rural enterprise development
CO 2	Describe various schemes related to rural enterprise
CO 3	Develop a rural business idea.
CO 4	Analyze the environment in which the rural enterprises can be promoted
CO 5	Demonstrate key stakeholder involvement in rural enterprise

UNIT I (5 hrs.)

Introduction of Rural Entrepreneurship - Evolution of Entrepreneurship Rural India-Types of Rural Entrepreneurship - Entrepreneurial Competencies - Challenges for Rural Entrepreneurs.

UNIT II (8 hrs.)

Institutional Ecosystems for Promotion of Rural Entrepreneurship: Rural Ecosystem, Natural and Human Resource Base - Panchayat Raj System & Government Schemes-Rural Skill Sets and Enhancing Opportunities - Institutional Support for Finances and Technical Back stopping Private - Public Partnership and Corporate Social Responsibility Systems Rural Business Environment - Social, Economic, Political and Cultural Issues.

UNIT III (12 hrs.)

Micro and Small Rural Enterprises: Understanding Micro and Small Enterprises–Project Identification and Selection-Project Formulation - Project Appraisal - Government Policies for Micro and Small Enterprises - Rural Business Environment -Social, Economic, Political and Cultural Issues

UNIT IV (12 hrs.)

Rural Enterprise Incubation: Scanning Rural Environment-Economic, Technical, Technological& Market - Business Opportunity Identification and Project Selection - Business Plan Preparation Forward and Back Ward Linkages - Market linkages development - Rural Marketing

UNIT V (8 hrs.)

Study of Rural Entrepreneurs-Growth and Replicability Issues - Entrepreneurship Opportunities Potential and Limitations - Active interaction with Key Stakeholders - Panchayats, NGOs, Schools. tc. - Working together and finalizing interventions - Listing Out and Networking with all RuralSupport Systems globally and in India.

References:

1. Byrd, W.A. 'Entrepreneurship, capital and ownership'. Washington, D.C. The World Bank.Mimeo, 1987.
2. Jones, L. and I. Sakong, Government, Business and Entrepreneurship in Economic Development: Korean Case, Cambridge, MA: Harvard University Press, pp. 190-207, 1980.
3. Dynamics of Entrepreneurial Development by Vasant Desai
4. Unleashing Rural Entrepreneurship by B M Singh and K VN Namboodiri
5. Entrepreneurship and Rural Development by Gullybaba.com Panel-IGNOU Help Book
6. Rural Entrepreneurship by Upadhyay Mukesh

Vulnerability and Sustainable Environment (ME/22C/204)
(Credits- 3) 45 hours

Course Outcomes (COs)

CO 1	Approach local and global challenges in contextualizing concepts of vulnerability with innovative and intellectual rigor.
CO 2	Combine distinctive forms of disciplinary knowledge about sustainable development, global environmental change and marginal livelihood to communicate in interdisciplinary context across different fields and areas of expertise.
CO 3	Reflect upon livelihood assets constructively.
CO 4	Develop original interpretations and insights on Livelihood adaptation strategies needed for the sustainable environment.

UNIT I: Basic Concepts Understanding Uncertainty:

Ecological, livelihood and knowledge uncertainties; Shocks, trends, seasonality and changes.
Shocks, trends, seasonality and changes

UNIT II: Context Ualizing Vulnerability:

Uncertainty and vulnerability; Meaning and definitions of vulnerability; Vulnerable groups and livelihoods: Peasants, Shepherds, Nomadic tribes, Traditional fish workers, Forest- dependent communities; Manual scavengers, Mining workers, Women in households, Women in insecure working conditions, child labourers, bonded labourers; disability and vulnerability - Models to understand progression of vulnerability

UNIT III: Global Environmental Change and Marginal livelihood

Natural Resource Management; Common Pool Resources and Rural Livelihoods; Climate Change and Livelihoods – Agriculture, Fisheries and Forests. Climate Change and Health

UNIT IV: Livelihood Asset

Natural, Physical, Human, Financial, Social and Cultural Capital; Access to Resources; Structures and Processes in deciding access to resources–State, Market and the Civil Society.

UNIT V: Livelihood adaptation strategies

Resource Valuation, iterations and Livelihood Strategies; Mobility, Storage, Communal Pooling, Livelihood Diversification, Market Exchange; Planned and Autonomous Adaptation Strategies; Role of State and NGOs. Local Knowledge Systems in Livelihood Adaptation. Vulnerability Mapping

Books for References:

- Adger, W. N. (2006) Vulnerability, *Global Environmental Change*, 16(3): 268 – 281.
- Agrawal, A. (2008) The role of local institutions in adaptation to climate change, Paper presented at the Social Dimensions of Climate Change, Social Development Department, The World Bank, Washington DC, March 5-6.
- Birkman, J. (Eds) (2006) *Measuring Vulnerability to Natural Hazards: Towards Disaster-Resilient Societies*, Hong Kong: United Nations University Press.
- Blaikie, P.; T. Cannon; I. Davis and B. Wisner (2005) *At Risk: Natural Hazards, People's Vulnerability and Disasters*, London: Routledge
Bromley D.W. And Cernea M (1989) *The Management of Common Property Natural Resources: Some Conceptual and Operational Failures*, Washington DC: World Bank.
Chambers, R (1989) Editorial Introduction: Vulnerability, Coping and Policy, *IDS Bulletin*, 20:2.
- Cleaver, F (2002) Moral Ecological Rationality, Institutions and the Management of Common Property Resources, *Development and Change*, 13(2), pp.361-383.

Women And Social Entrepreneurship (ME/22A/205)
(Credits-2) 30 Hours

Course Outcomes (COs)

CO 1	Describe the factors involved in the process of Gender mainstreaming for women Entrepreneurship
CO 2	Discuss the scope of Women social Entrepreneurship
CO 3	Analyse the methods and process of Women social Entrepreneurship in achieving empowerment
CO 4	Illustrate the institutional support mechanisms available for promoting Women social Entrepreneurship
CO 5	Explain the Promotional strategies of developing Women led sustainable and green social entrepreneurship

UNIT I: Gender and Social Entrepreneurship

Understanding Gender, Culture, Patriarchy and Development, Gender Analysis Framework and gender mainstreaming (Women, Transgender, LGBTQ); Concept of Women Entrepreneur, meaning, importance, entrepreneurial traits, factors contributing to women entrepreneurship .

UNIT II: Women and Social Entrepreneurship

Meaning and scope of women social entrepreneurship - target groups; Functions, growth, problems; Developing women social entrepreneurs and limitations.

UNIT III: Women social Entrepreneurship and Empowerment

National and International scenario: Evolution of micro credit, women empowerment through micro credit, Women social entrepreneurship through SHG model; Determinants of social entrepreneurial success - Stages to become an efficient social entrepreneur, Strategies of capacity building; Successful Women Social Entrepreneurs – Case Studies.

UNIT IV: Organisations Promoting Women Entrepreneurship

National Level Standing Committees on Women Entrepreneurs, Small Industries Development organization (SIDCO), District Industries Centre (DIC), Entrepreneurship Development Institute (EDI), National Small Industries Corporation Ltd (NSIC), National Institute for Entrepreneurship and small business Development (NIESBUD), Centre for Entrepreneur Development, (CED), Indian Council of Women Entrepreneurs, National Science and technology Entrepreneurs, Consortium of Women Entrepreneurs of India (CWEI), Federation of Indian Women Entrepreneurs (FIWE), State Government Schemes for Development of Women and Children in Rural Areas (DWCRA), Self Employed Women's Association (SEWA), All Current schemes and assistance to support Women Entrepreneurs at National and state levels, Women Social Entrepreneurship Associations

UNIT V: Women Social Entrepreneurship – Future Perspective

Women led sustainable and green social entrepreneurship; Promotional strategies for developing Women Social Entrepreneurs, Training, Role of Government Sector, Role of Private Sector, Role of Non – Governmental Organizations (NGOs).

Books for References:

1. B.S.Rathore, S.K.Dhameja, Entrepreneurship in the 21st century, Rawat Publications 1999
2. Sami Uddin, Entrepreneurship in India, Mittal Publications, 1989
3. D. Lalitha Rani, Women entrepreneurs“ Aph Publishing, 1996
4. Robert A. Philips, Margret Bonefiel Ritesh Sharma, Social Entrepreneurship, the next big business opportunity, Global Vision Publishing House, New Delhi, 2011
5. S. S. Khanka, Entrepreneurship in India, A kansha publishing house, NewDelhi, 2009
6. Vasant Desai, Entrepreneurial development – volume -1, Himalaya publishing housing, Mumbai 2008
7. Albert Nsom Kimbu and Michael Zisuh Ngoasong, “Women as Vectors of Social Entrepreneurship” Published by Elsevier Ltd, 2016
<http://dx.doi.org/10.1016/j.annals.2016.06.002>
8. policy framework supporting women entrepreneurs in India-Ref: shodhganga. inflibnet. ac.in/bitstream/10603/62233/7/chapter%204.pdf
9. Gender Mainstreaming --- <https://www.un.org/womenwatch/osagi/pdf/e65237.pdf>
10. Activist to entrepreneur: The role of social enterprise in supporting women“s empowerment in India
https://www.britishcouncil.org/sites/default/files/british_council_activist_to_entrepreneur_the_role_of_social_enterprise_in_supporting_womens_empowerment_in_india_full_report.pdf
11. SOCIAL ENTERPRISE : AN OVERVIEW OF THE POLICY FRAMEWORK IN INDIA
https://www.britishcouncil.in/sites/default/files/social_enterprise_policy_landscape_in_india_0.pdf
12. Accelerating Women“s Employability Through Social Entrepreneurship: The Case of Mombasai
13. https://www.britishcouncil.org/sites/default/files/accelerating_womens_employability_through_social_entrepreneurship_mombasa_kenya.pdf

Field Immersion 2 ME/22C/206

Credit: 6

Phase 2: Designing Experiment for solving social problem

Course Outcomes (COs)

CO 1	Create the social business idea into a prototype.
CO 2	Illustrate the business idea in a business canvas model
CO 3	Examine the social business idea using value proposition canvas
CO 4	Apply the Design Thinking approach to business situations

Module - II: Creating and sustaining social Enterprising Model & Organizational Effectiveness, workshops, Value proposition Canvas and Business Model Canvas

Social venture creation Project - II: Development of Social Business Idea into working Prototype, Case Study Presentation, design thinking workshop

Soft Skills II
ME/22S/207 (Credits-2)

Out of Comfort Zone (Thinking beyond the box)

Course Outcomes (COs)

CO 1	Design strategies to come out of the comfort zone (mentally and physically) to address problem and uncertainties.
CO 2	Application of drama/theatre skill in bringing creativity in planning and business development.
CO 3	Recalling knowledge and experience of various strategies to address problem.
CO 4	Experimenting creativity by coming out of comfort zone to develop innovative solutions

Purpose:

The purpose of this session is to align with the journey of product or service development the address the solution to the identified problem. Making student to come out of the comfort zone – mentally and physically, the student will be put in a situation where they can start thinking creatively. The resource person will facilitate to crease such environment.

- Drama/ Theatre as a tool to come out of comfort zone and think differently.
- Acting, emerging in the role and role play (social entrepreneurship based characters).
- Note (must do): Preparing (individual) self-script and act (Compulsory activity) - either through monologue and role play with other individual (this can be individual or group activity).
- **Note:** that the story line of Short story must address the problem which is identified (either in class, or during fieldwork or personal experiences).
- **Expected result of the session:** Student must come up with a short story (for short performance) that can be perform (in front of class and teachers).

Boot Camp II
Semester II

Entrepreneurial skill and Problem solving

- Effective Leadership Skill – Creative thinker, problem solver, positive attitude and behaviour, transformer and change maker (Activities based).
- Approaches to solve problem - Participatory Rural Appraisal (PRA)/ Rapid Rural Appraisal (RRA)/ and Participatory Learning and Action (PLA) - basic skills for need identification and implementation.
- Motivational activities – Game based activities.
- Product/Service and Prototype development [It must address the identifies problems by students in earlier field visits or as per students personal experiences]

SEMESTER III

Project Management (ME/22C/301)
(Credits- 3) 45 Hours

Course Outcomes (COs)

CO 1	Develop innovative concepts, tools, and techniques for the project management for organizing events.
CO 2	Apply analytical skills and demand forecast techniques for any projects planned to be executed
CO 3	Discuss critically the possibilities and challenges while implementing the project using different sources
CO 4	Examine a project analytically to inculcate social values as a proactive leader and entrepreneurs in the future.
CO 5	Create project specific financial plans involved for social enterprises ensuring dynamic system in the organization.

UNIT I (6 hrs.)

Concept of project: Basic concepts, classification, characteristics of project, Project life cycle, Project management, Tools & Techniques of project management, project organization.

UNIT II (6 hrs.)

Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index. Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques. Participatory Project Planning

UNIT III (7 hrs.)

Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts. Financial Estimation: Project cost, source of finance, cost of production.

UNIT IV (6 hrs.)

Financial Analysis: Characteristics of financial statement, Working Capital, Project income Statement, projected cash flow statement, projected balance sheet, projected profitability. Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profitability index, Internal Rate of return and discounted payback period return, discounted payback period.

UNIT V (5 hrs.)

Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, the little miracle approach, Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human aspects of project management, team building and high performance team.

Books for References:

- 1) Marwah - Project Management, Wiley Dream tech, 2011.
- 2) Chaturvedi & Jauhari - Project Management, Himalaya Publishing, 1st Edition, 2016.
- 3) Chandra Prasanna - Project: Preparation, Appraisal, Budgeting and Implementation. TMH, 7th Edition, 1st Edition, 1987.
- 4) Mishra - Project Management, Excel Books, 1st Edition, 2012.
- 5) Goyal BB – Project Management: A Development Perspective, Deep & Deep, 1996.
- 6) Gopalan - Project Management Core Text Book (Wiley), 2nd Indian Edition, after 2006.

Fundraising and Resource Mobilization (ME/22C/302)
(Credits 3)- 45 Hours

Course Outcomes (COs)

CO 1	Recognised concepts of fundraising to translate as well as make sense in praxis.
CO 2	Demonstrate various strategies and skills of fundraising.
CO 3	Analysing appropriate tools for fundraising for startups/organization.
CO 4	Design fundraising startups/organization by incorporating legal and ethical aspects.
CO 5	Employ networking skills with various stakeholders for fundraising.

UNIT I: Understanding Fund Raising

- The art of Fundraising: Meaning, Need and importance, Factors impacting success of fundraising initiatives.
- Approaches and sources of fundraising for for-profit and not-for-profit social enterprises; Types of sources – Bootstrapping - raising funds from personal networks, community networks, grants; Crowd funding platform – Social Media based; Incubation sources; Angel Investor, Venture Capital; Government Sources, Corporate sources (CSR fund), Donors and Philanthropy (organizations/foundations); Advantages, limitations and suitability of various sources.
- Factors to consider in selection of sources - Ethical aspects of fundraising and accountability to donors.

UNITII: Managing Fund Raising Process

- Structuring fundraising process – Developing fundraising strategy – Content of fundraising plan - Budgeting (annual budget and event based budget) and staffing of fundraising initiatives.
- Steps in fundraising process – conceptualising, planning, prospecting, cultivating, soliciting, promoting and retaining – Proposal writing for grants, donations and sponsorships - Action planning - Fixing roles and responsibilities – Responsibility matrix – Evaluating fund raising initiatives - Reporting use of funds to the funding sources.
- Communication for fundraising to the sources and general public – Discovering what donors value - mailers, brochures, press meets, advertisements, use of print, audio, visual and social media, documentaries, short films/videos, jingles and presentations – Assessing cost efficiencies.
- Organising fundraising events – special shows, exhibitions, cultural performances, special auctions, sponsorships, concerts, theme-based events, marathons – use of celebrities, crowd pullers.

UNITIII: Fund raising Case studies and Case lets

- Case study analyses - Fundraising strategies of social enterprises.
- Case study analyses - Fundraising events for a social cause.

UNITIV: Fund raising in practice

- Planning and organizing a fundraising event (Practical)
- Elevator pitching – techniques and art of presentation

UNITV: Resource Mobilisation

- Resource Mobilisation - Concept, Elements- Relationship Building, Communicating and Prospecting and Organizational Management and Development
- Steps- Reviewing organizational plans, Determining Resource Mobilization Targets, Identifying and Broadening the Stakeholder Group, Selecting Resource Mobilization Vehicles Monitoring Resource Mobilization Activities
- Case study of Resource Mobilisation.

Reading material:

Cremades, A. (2016). *The art of startup fundraising: pitching investors, negotiating the deal, and everything else entrepreneurs need to know*. John Wiley & Sons.

Bhide, A. (2007). *Bootstrap finance: The art of startups*. Simply Magazine.

Raut, P. (2016). *Starting up and Fund Raising: A guide book to help first-time entrepreneurs become better prepared for business and funding*. Notionpress.Com

Nath, D., & Mitra, S. (2020). *Funding Your Startup: And Other Nightmares*. Penguin Book

Gallagher, D., Gilmore, A., & Stolz, A. (2012). *The strategic marketing of small sports clubs: From fundraising to social entrepreneurship*. *Journal of Strategic Marketing*, 20(3), 231-247.

Business Accounting (ME/22C/303)
(3 Credits 45 Hours)

Course Outcomes (COs)

CO 1	Construct the meaning of Accounts and its functions, limitations and rules precisely for managing the small business
CO 2	Explain the concept of fundamental financial concepts especially time value of money during in class assignment.
CO 3	Integrate the financial concepts to calculate ratio and do capital budgeting.
CO 4	Apply capital budgeting using techniques additional methods in writing financial projection for business plan
CO 5	Combine financial management and sources of finance to evaluate critically for proposing social development outcomes.

UNIT I: Introduction to Accounting

Accounting - Meaning - Definition - Objectives – Importance - Branches - Functions -Advantages - Limitations. Accounting concepts and Conventions. Accounting Standards. General Rules of Accounting.

UNIT II: Business Accounting & Budgeting

Introduction - Meaning of Book Keeping - Distinction between Book keeping and Accounting. Basic Accounting Procedure - Trial Balance. Marginal costing - BEP, Budgetary control, Operating and Financial Budgets and Flexible Budgets.

UNIT III: Sources of Finance

Short term Finance - Trade Credit, Bank Credit, Installment credit, Customer Advances and Loan from co - operatives. Merits and Demerits of Short - Term Finance. Long term Finance: Capital Market Special Financial Institutions, Mutual Funds, Leasing Companies, Foreign Sources and Retained Earnings. Merits and Demerits of Long term Finance

UNIT IV: Basics of finance management /Social Enterprises

Finance management – meaning, role and functions, ERP, Issues specific to social enterprises - Financial goals, organization structure & accounting issues, Development of true social cost structure - Social business enterprise cost and its drift from business cost - Distinguishing Social Cost from Business Cost-The Double Bottom Line

UNIT V:Final Accounts - Meaning, need & objectives, types - Trading Account - Profit & loss Account - Balance Sheet - Meaning, Final Accounts with adjustment entry and Company Accounts (Latest Amendments) Depreciation Policy Analysis of Financial Statements - Cash Flow and Fund Flow statement - Budget - Financial Ratio Analysis.

Books for References:

- 1) Dr. S. N. Maheshwari, Financial Accounting For Management, 3rd Edition, 2013.
- 2) M. Y. Khan & P. K. Jain, Management Accounting, Tata Mc GrawHill, 2nd Edition, 2006.
- 3) M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd.11th Edition, 2015.
- 4) Stice & Stice, Financial Accounting Reporting and Analysis ,8th edition, Cengage Learning, 2010.
- 5) Prasanna Chandra, Financial Management, 9thedition, Tata McGrawHill, 2017.

Legal Framework of Social Enterprise (ME/22C/304)
(3 credits 45 Hours)

Course Outcomes (COs)

CO 1	Apply appropriate provisions of existing legal framework and related polices available for registering social enterprise/NGO/Trust.
CO 2	Remembering desirable practices in decision making and financial activities relating to non –profit/organization/Social Enterprises.
CO 3	Identify existing legal framework that benefits employee/worker’s security.
CO 4	Analyse appropriate provisions of income tax and its benefits
CO 5	Develop knowledge on protecting intellectual property rights and patency.
CO 6	Recall knowledge about the role of Government to foster entrepreneurial environment and legal framework.

UNIT I: Legal framework and procedure for Indian trust, NGOs and Companies

Indian Trust Act, 1882

- Indian Trust Act, 1882; Salient features of the Act and Registration Process - How to register a Trust; Difference feature and significance of Public and Private Trust and Public – cum Private trust. Role of trustee and execution.
- Relevance of Indian Trust Act, 1882 in Social Entrepreneurship; Case Studies and significance of Indian trust in addressing marginalised community.

The Societies Registration Act, 1860

- The Societies Registration Act, 1860, Definitions and significance. Steps and requirement for Registering a Society in India; Documents required for Registering Society in India; Preparation of Memorandum of Association and Requirements under Registration Act, 1860. Management and Control in Registered Societies.
- Relevance of The Societies Registration Act, 1860 in formation and functioning of Social Entrepreneurship; Case Studies and significance of The Societies Registration Act, 1860 in addressing marginalised community.

Companies Act 2013

- Companies Act 2013 – Definitions, Characteristics. Statutory Provision under Company Act; and Relevant sections for Social Entrepreneurship procedure. Types of Companies – e.g. Limited and Unlimited, Public and Private; similarities and differences.
- Section 8 Company – its provision and scope for Social Entrepreneurship.
- Section 135 of Companies Act (2013, Implementation of Corporate Social Responsibilities (CSR) – channelising resources through qualified NGOs and Social Enterprises.
- Amendments of Companies Act 2013
- Introduction to Stock Exchange and its relevance with Social Entrepreneurship.

UNIT II: Income tax Act of India and Fund Regulation

The Income-tax Act, 1961

- The Income-tax Act, 1961: Definitions, relevant provisions for Trust, NGOs and Companies. Administration, collection and recovery of Income Tax.
- GST: meaning, types, its impact and present scenario regarding Social Entrepreneurship.
- Provision of 12A (of the Income-tax Act, 1961). 12A registration and its benefits to Indian Trust, NGOs, and Not for profit Companies.
- Taxation provision in Private and Public Trust, NGOS, and Not for profit Companies; Benefits of Donors under Sec 80G; Conditions and Documentation of 80 G; Do's and Don'ts of 80G; Current scenario in India.

Foreign Contribution (Regulation) Act, 2010

- Foreign Contribution (Regulation) Act, 2010 - Definition, context and purpose; Components of FCRA, Registration, Utilisation of Funds and Reporting;
- Significance of FCRA in Social Entrepreneurship.
- Offences of FCRA and Penalties; Finance and Administration. Amendments, conflict of interest and controversies of FCRA.

UNIT III: Acts for safeguarding innovation and Information

The Patents Act (1970)

- The Patents Act (1970) – its Meaning, Characteristics, Features and significance.
- Process for filing patent, types and terms of Patents. Power of Controller, Penalties, Patent Agents
- Scenario of patent in India, innovation and inventions; Amendment, Appeal and Challenges.
- Social Entrepreneurship and the Patents Act (1970), Case studies and emerging scenario of invention and innovation under the Patents Act (1970).
- Intellectual Property Rights, scope and challenges.

Right to Information Act, 2005

- Right to Information Act, 2005 - Meaning, Characteristics, Features and significance.
- Scope of Social Innovation and change agent under the preview of Right to Information Act, 2005.

UNIT IV: Import and Export Licensing Procedures in India and Stock exchange

Foreign Trade (Development & Regulation) Act of 1992

- Foreign Trade (Development & Regulation) Act of 1992: Definition, and relevant provision for social Enterprises.
- Administration, registration and process of Import and Export Licensing.
- Types of Import and Export items; legal and illegal.
- Scope, impact and benefits for small business enterprises.

Stock exchange

- SEBI Act, 1992 and its provision to conduct inspection of stock exchanges.
- Relevance of stock exchange for emerging activities based on social entrepreneurship.
- Provision, procedure and registration for listing in stock Exchange.
- The Inter-Connected Stock Exchange of India Limited (ISE) - 14 regional stock exchanges.

UNIT V: The Code on Social Security, 2020

The Code on Social Security, 2020

- The Code on Social Security, 2020, definitions, scope and relevant provision.
- Its impact on social security to all employees and workers either in the organised or unorganised or any other sectors.
- Social security schemes, including life insurance and disability insurance, health and maternity benefits, provident insurance, pension and skill up gradation, etc.

Books for References:

Kapoor N.D. Hand book of Industrial Law, Sultan Chand & Sons, New Delhi, 2011.

Justice Subhro Kamal Mukherjee, S. P. Sen Gupta Indian Trust Act 1882, Kamala Law book House 5th Edition, 2015.

Lal & Rajesh Gupta Commentary on Societies Registration Act with State Amendment Rules, Kamala Law Book house, 2016

Nangia, Y. L. (1985). Management and Control in Registered Societies (With Reference to Societies Registration Act, 1860). Indian Journal of Public Administration, 31(1), 181-186.

Adgulwar, R. A. (2020). Charitable Trusts in India vis-a-vis Section 8 of Companies Act, 2013. Supremo Amicus, 22, 106.

Sharma, A. (2015). Key Highlights of the Companies Act, 2013-Incorporation of the Companies. International Journal of Advanced Engineering, Management and Science, 1(5), 239329.

Rajeev, P. N., & Kalagnanam, S. (2015). Section 135 of Companies Act (2013): Implementation challenges faced by Companies and NGOs.

Shetty, V. S. (2014). Corporate Social Responsibility: An Analysis and Implications under Companies Act 2013. Asian Journal of Humanities and Social Studies, 2(5).

Bansal, S., & Vajpeyi, A. (2020). Local Working Requirements In The Patents Act, 1970: A Critical Analysis.

Bala, A. (2013). Indian stock market-review of literature. TRANS Asian Journal of Marketing & Management Research (TAJMMR), 2(7), 67-79.

Social Venture Planning And Development (ME/22A/305)
(2 Credit, 30 Hours)

Course Outcomes (COs)

CO 1	Acknowledge the scope and core of social venture planning, process involve in multiple decision making and problem identification.
CO 2	Critical on problem identification and analyse problem map with articulation to develop suitable venture.
CO 3	Reproduce knowledge of defining and explaining the problem through their knowledge, experience and understanding on venture planning with valuable and workable action planning.
CO 4	Develop and design experiments for venture pilot and prepare a venture plan for validation and addressing complex problem.

Introduction

Social Venture Planning is the core of Social Entrepreneurship education. Successful social ventures follow a process of planning which involves multiple decision making. The first level decision is about identification of problem and detailing all aspects related to it. The problem map thus evolves with continuous iterations. The articulation of the problems depends on the entrepreneurs and their teams; they define and explain the problem through their knowledge, experience and understanding. This is a process of realisation for a valuable and workable action planning.

UNIT I: Problem and opportunity identification

Problem/opportunity- customer identification, types of opportunities and exploration. Problem Exploration, Problem mapping, Process of problem mapping, Problem analysis and self-reflection, suggesting the alternate solution.

UNIT II: Creative Problem-Solving Process

Problem Solving Approach – concept, types and process, Creative problem solving - concept, types and process.

UNIT III: Ideation and implementation

Ideation - contextualising, clarity and formulation, Pitching techniques, Idea development, Components and implementation.

UNIT IV: Social Venture and Business plan

- Social Venture Development -social venture concept, idea characterising a social problem and proposed solution to the problem.
- Process and steps of Social Venture Creation
- Structuring social change venture and its implementation.

UNIT V: Practice of Ideation and implementation

Class room assignment based on Ideation and implementation

- Case studies and Caselet

[Note: Assessment of this section to be done by providing Relevant Caselet]

The assignments must be submitted in hard copy as per the time line announced.

Assignment 1

- Prepare a problem map for the movie „The Boy Who Harnessed the Wind“ or „India Untouched“ or „Lagaan“. This will be a Group Assignment - Map the the problem, the context, dimensions such as political, social ,economical, cultural aspects and draw the interplay among them.
- Select a problem which is desire to pursue to solve in venture mode. Prepare a problem map as detailed as possible The purpose of the assignment is to learn the process of problem mapping.

Assignment 2

The Venture Plan must be submitted in hard copy as per the time line announced.

Reference Text Book

New Venture Creation by Jeffry A Timmons and Stephen Spinelli, McGraw-Hill
Entrepreneurship - New Venture Creation by David H Holt, Prentice Hall of India.

Other Essential Readings

- Entrepreneurship a Contemporary Approach by Kuratko F Donald and Hodgetts M Richard, The Dryden Press
- Entrepreneurship by R. D Hisrich and M. P. Peters, Tata McGraw - Hill.Managing

Field Immersion III ME/22C/306

Credit 3: 6

Phase 3: Consolidation& Venture planning

Course Outcomes (COs)

CO 1	Demonstrate the skill to create social venture by creating a pilot venture
CO 2	Identify incubation milestone for their pilot venture
CO 3	Apply the skill of marketing and fund raising for their venture

Module-III: Advancing Entrepreneurial Skill and Venture Planning, Community visit – Tribal & Rural, Vulnerable groups. Pilot Enterprise

Social venture creation Project - III: Project work and Incubation milestone achievement and journal

Soft Skills III
ME/22S/307 (Credits-2)
Skills for Public Interface

Course Outcomes (COs)

CO 1	Differentiate the demand and requirement of various stakeholders including public or audience.
CO 2	Application of story telling and public speaking skills to reach out the idea and project/or product to mass.
CO 3	Employ skills of short film and/or Ads video making to promote products/services of startups/organization.
CO 4	Develop content writing skill for promotion of startups/organization.

Purpose:

This session focuses on building confidence of student as a entrepreneur to come out and face public or audience. This exercise deals with addressing stage anxiety as well as building self-confidence. Besides, it also look at how to reach out the idea and project/or product to mass through social media platform. In contradict to it, this session is blend in such a way that it connect to the soft skill like content writing, Word Excel, and poster designing.

- Story Telling and Public speaking (as an art form and required skill for a social entrepreneur).
- Make short film and/or Ads video (to upload to the social media). [Suggestion: Short videos for product advertisement are one of the examples].
- Word Excel skill, Content writing and poster designing.
- Note: the activities to be conducted in this session must be contextualised in the realm of social entrepreneurship].

Boot Camp III
Semester III

Creativity and innovation

- Developing games [to adopt to marginalised community and specially for school going kids]
- Design thinking approach to build games
- Brainstorming session to develop games
- Pilot and Testing

Note: this session must come up with a workable game either in the form of (a) playing physical games (indoor or outdoor); or in the form of the game as a product for marginalised community and/ or for school going kids.

OUT BOUND TRAINING (OBT)
(Credits- 2)

Syllabus:

The Out Bound training (OBT) focuses on social entrepreneurship capability development of the students. Understanding the Lifestyle of a Social Entrepreneur - Understanding the DNA-the Traits of a Social Entrepreneur –Self Assessment- Building a Successful Social Enterprise- Self awareness as a Social Entrepreneur- Being Creative and Innovative - Skills for an Entrepreneur - Planning & Execution- Problem solving & Decision making - Communication in a Social Enterprise – Collaboration- Leadership for Social Enterprises- Planning a Social Enterprise (Services/Products)

SEMESTER IV

Social Innovation and Social Entrepreneurship (ME/22C/401)
(Credits 3) - 45 Hours

Course Outcomes (COs)

CO 1	Describe various case examples, practices and experience-based learning to create shared value at the local, regional, and global level.
CO 2	Apply System Thinking and Alternative approaches to solve social problems through innovation.
CO 3	Analyse prospects of Sustainable Development Goals (SDGs) to link with the process and cycle of social innovation
CO 4	Identify multiple forms of capital that are essential to developing sustainable communities
CO 5	Explain the significance of Green Economy and Self-sustaining economies

UNIT1: Introduction to Social Innovation

- Social Innovation - Concept and definition, Social Innovation in different sectors i.e. First Sector, Second Sector, Third Sector and Emerging sectors.
- Theoretical foundation of Social Innovation - Evolution, Types; Social Changes Theory, Social Practice Theory etc.
- Social Innovation Strategies, Process and Social Innovations as Drivers of Social Change
- Process and Cycle of Social Innovation - Prompts – Proposals – Prototypes – Sustaining-scaling and Systematic change.

UNIT II: Social Innovation and Social business

- Social Business – concept and types feature and approaches.
- Social Business model, social business model framework.
- Social product innovation – Idea Generation, Testing, Social and Economic Analysis, Marketing plan, Monitoring and evaluation, Scaling up. Risks and barriers for introducing products and services

UNIT III: Social Innovation and sustainable approaches

- Social Innovation, its prospective and the links with SDGs; How Social Innovation affects Sustainable Development.
- Green Economy – its scope and sustainable approach. Impact in society and challenges.
- Social Innovation as an approach to sustainable development; Social Innovation as a sustainable livelihood approach.
- Self-sustaining vis-a-vis subsistence economy, Community-based economy, Informal economy, Solidarity economy.

UNIT IV: Approaches of social innovation and framework

- Systems Thinking Approach and Community Capital Framework: Definition and concepts- Systems and Systems Thinking, Characteristics or dimensions (scale, certainty, stability, clarity and boundedness), Dealing with complexities (probe, sense, respond).

- Community Capital Framework - scope and implementation.
- Design responsive solutions to societal challenges

UNIT V: Social Innovation Practices

- Design Thinking - Inclusive Design Thinking for Social Innovation and Social Change, Design Thinking Process. Steps in Inclusive Design Thinking – Inspiration (Identifying and conceptualisation of Issue/Opportunities for design), Ideation, Prototyping (Planned Design Solutions, Mechanisms of Testing), Outcome and Social Value Creation, Conclusion (Drivers and barriers of the inclusive design thinking approach).
- Intrapreneurship and Creative Intelligence
- Human Centered Design
- Interaction Design
- Evaluating the Costs and impact of the Project
- Social Innovation Projects: Case Study Analysis- International SI projects; Case Study Analysis- Nation SI projects

Reading materials

Michellini, L. (2012). Social innovation and new business models: Creating shared value in low-income markets. Springer Science & Business Media.

Turner, T. W. (2014). Challenge social innovation: potential for business, social entrepreneurship, welfare and civil society.

Yunus, M. (2010). Building social business: The new kind of capitalism that serves humanity's most pressing needs. PublicAffairs.

Vasin, S. M., Gamidullaeva, L. A., & Rostovskaya, T. K. (2017). The challenge of social innovation: Approaches and key mechanisms of development.

Butzin, A., Davis, A., Domanski, D., Dhondt, S., Howaldt, J., Kaletka, C., ... & Weber, M. (2014). Theoretical approaches to social innovation—A critical literature review.

Arnold, R. D., & Wade, J. P. (2015). A definition of systems thinking: A systems approach. *Procedia computer science*, 44, 669-678.

Millard, J. (2018). How social innovation underpins sustainable development. Atlas of Social Innovation: New Practices for a Better Future; Howaldt, J., Kaletka, C., Schröder, A., Zirngiebl, M., Eds, 41-43.

Leal Filho, W., Fritzen, B., Ruiz Vargas, V., Paço, A., Zhang, Q., Doni, F., ... & Wu, Y. J. (2021). Social innovation for sustainable development: assessing current trends. *International Journal of Sustainable Development & World Ecology*, 1-12.

Social Audit and Social Return on Investment (ME/22C/402)
(3 credits 45 Hours)

Course Outcomes (COs)

CO 1	Relate the concept of Social Auditing Process and social nature of impacts on communities
CO 2	Analyze the key factors required for successful Social Audit process.
CO 3	Build practical knowledge and Governance in conducting Social return on Investments
CO 4	Discuss critically the uses and limitations of Social return on Investments.
CO 5	Acquire the skills required to write report without grammatical errors.

UNIT 1

. Social Audit- Definition , History, Need of Social Audit , Features of Social Audit

Social Audit, types, and Audit Principles

Steps in Social Audit Process

Objectives of Social Audit

1.5 Advantages of Social Audit

UNIT 2

Public documents for social audit

Appropriate Institutional level for social Audit

Right to Information for members of Gram Sabha, Ways to enhance local capacities for social audit.

Social Audit Committees

Key factors for successful social audit, Case studies of Social Audit.

UNIT 3

Social Return on Investment (SROI) , Concept and meaning

SROI – Types

Principles of SROI

skills required to analyse the SROI report.

Type of organisation use SROI

UNIT 4

Stages used In SROI analysis

4.1 Establishing scope and identifying stakeholders –

4,2 Mapping outcomes – impact map, identify inputs ,valuing inputs, clarifying output , describing output.

Demonstrating outcomes and giving them a value – Develop outcome indicator, collecting outcome data, establish how long outcomes last , Putting a value on the outcome , guide to SROI.

Establishing impact – Deadweight and displacement, Attribution, drop off, calculating impact.

Calculating the SROI – Projecting into the future, calculating the net present value , calculating the ratio, sensitivity analysis, payback period.

UNIT 5

Reporting, using and embedding

Reporting to Stakeholders

using the results

Assurance

case studies of SROI.

Reference:

1. Social Audit Regulations – Development, Challenges and Opportunities – 2015. Mia Mahmudar Rahim, Samuel O.Idowu. Springer .
2. A Practical Guide to Social Audit as a Participatory Tool to Strengthen Democratic Governance , Transparency and Accountability. Author Gerardo Berthin. September 2011.
3. An Introduction to Social Return On Investment by Laura Arrillaga Andreessen, David Hoyt. 2003 .
4. Corporate Social Responsibility in India : A Practitioners Guide by Nirbhay Lumde by India CSR Network. 2018.

Social Entrepreneurship Leadership And Strategies (ME/22C/403)
(Credit 3) 45 Hours

Course Outcomes (COs)

CO 1	Practice Social leadership skills to develop social entrepreneurial ecosystem
CO 2	Examine the process of Leaders as social change agents through case studies
CO 3	Analyse the challenges in various entrepreneurial leaderships
CO 4	Apply the essential competencies required for social value creation of select social entrepreneurial venture
CO 5	Plan the suitable leadership strategy for diverse social business ventures

UNIT I: Leadership and Entrepreneurship (12 hrs.)

Leadership and Entrepreneurship: Leadership in entrepreneurship, democratic leadership, Transformational leadership, global leadership in entrepreneurship, Leadership Styles;

leadership skills: teamwork, Communication skills, Problem solving skills, Strong work ethic, Analytical skills, Technical knowledge, Flexibility, adaptability and Initiative skills; Leadership Traits, Characteristics and Motives - Entrepreneurial Dreams and Aspirations, Charismatic and Transformational Leaders

UNIT II: Leadership for social Entrepreneurship (8 hrs.)

Leadership for social Entrepreneurship – Understanding Social leadership –Leaders as social change agents– Study on Leadership and Social Entrepreneurs (Case studies) – Transformational leadership process and stages to become Transformational Leaders.

UNIT III: Competency and motivation (8 hrs.)

Competency and motivation: Competencies of an entrepreneur-Essential competencies; Entrepreneurial motivation: factors motivating entrepreneurs, entrepreneurial motivation - need for power, need of affiliation, need for achievement; Social Value creation

UNIT IV: Entrepreneurial Leadership and Challenges (10 hrs.)

Types of Entrepreneurs and their Challenges - Situational Leadership and Social Responsibility, Developing Teamwork - Motivation and Coaching Skills of the Entrepreneurial Leader (Creative, Innovative, Communicating, negotiating and resolving Conflict)

Film Assignment --Power, Influence, Politics and Ethics for Leadership (Eg „Tucker – The Man and His Dream“ and other contemporary films)

UNIT V: Future of Social Entrepreneurial Leadership (7 hrs.)

Strategic Leadership -Leadership in a Diverse World - Developing Leaders and Planning Succession; Leadership Issue for Future Social Entrepreneurs

References:

1. Ahuja, Ram, Social Problems in India, Rawat Publications, Delhi. (2013 Reprint)
2. John P Kotter, Leading Change, Harvard University Press, 2012
3. Aitken, Higgs, Developing Change Leaders, Routledge Publishers, UK. 2010
4. Bholanathdutta, Entrepreneurship Management, Excel Books, New Delhi, 1st Edition, 2009.
5. S. Mohan and R. Elangovan, Current Trends in Entrepreneurship, Deep & Deep Publications pvt. Ltd., New Delhi – 2006.
6. Dinh, Lord, Gardner, Meuser, Linden, & Hu, Leadership Theory and Research in the New Millennium: Current Theoretical Trends and Changing Perspectives, 2014.
7. Lord, Dinh, & Hoffman A Quantum Approach to Time and Organizational Change, 2014
8. Lichtenstein & Plowman, The Leadership of Emergence: A Complex Systems Leadership Theory of Emergence at Successive Organizational Levels Identifying Entrepreneurial Leadership in Practice & Process: Forging a New Path, May 29, 2009.
9. Leadership in Social Enterprise : How to Manage Yourself and the Team
https://www3.weforum.org/docs/WEF_leadership_in_social_enterprise_2014.pdf
10. Leaders for social change- Characteristics and competencies of leadership in NGOs
http://itemsweb.esade.es/wi/research/iis/Liderazgo_Social/Leaders_for_social_change.pdf

Technology Driven Social Entrepreneurship (ME/22A/404)
(Credit 2) 30 Hours

Objectives:

This subject would aim to equip students with the principles of venture strategy, value proposition development, market analysis and critical thinking necessary to design and grow new technology-based ventures. The class will focus on a particular technology domain, such as FinTech, Internet of Things, or Big Data to explore how to identify opportunities and design compelling social business models and operational strategies in rapidly changing global markets. This would be an experiential, interdisciplinary class in which students will consult with domain experts. Classes will be structured around lectures, guest presentations from industry expert and group work.

UNIT I: Introduction Technology

- Concepts- Interplay between Technology, Social Entrepreneurship and Innovation - Fundamentals of Technology Entrepreneurship in Global context.
- Contextualising – Frugal Technology, Agri – Technology, Health Technology, and Horticulture oriented technology.
- Scope of technology in addressing social issues and marginalised community problem.
- Social technology – concept and scope. Cultural and social studies of sciences and technologies.

UNIT II: Developing Solutions

- Technology in different sectors (health, education, agriculture, rural development, employment etc.) and case study.
- Frugal Innovation and technology – scope, scenario in India, its impact and livelihoods.
- Identifying and Assessing opportunities of social entrepreneurial technology
- Information technology and society; technology literacy, problem and challenges; platform for social entrepreneurship.
- IOT, AI and appropriate technology

UNIT III: Rural and Urban Technology

- Technology solutions in addressing farm and non - farm sectors - Case studies
- Challenges of using technology in rural and urban areas.
- Technology based innovation for rural and urban development.

UNIT IV: Technology and social entrepreneurship

- Knowledge and Skill required for developing technology based solution social entrepreneurship.
- Collaborative process and resource mobilisation for developing technology
- Support systems and platform available for encouraging technology based solution.

UNIT V: Technology Commercialisation

- Tech based Start-ups, challenges and reaching out to customers/beneficiaries.
- Intellectual Property (IP) issues, Ways to protect your idea: Licensing, Copyrights, Patents, Trademarks, Design registration

References:

Majumdar, S., Guha, S., & Marakkath, N. (2015). *Technology and innovation for social change*. Springer.

Boussafi, K., Mathieu, J. P., & Hatti, M. (Eds.). (2020). *Social Innovation and Social Technology: Enterprise-New Technology Synergy* (Vol. 162). Springer Nature.

Inkinen, T., Yigitcanlar, T., & Wilson, M. (2021). *Smart Cities and Innovative Urban Technologies*. Routledge.

Shukla, J. P. (Ed.). (2014). *Technologies for sustainable rural development: having potential of socio-economic upliftment (TSRD–2014)* (Vol. 1). Allied Publishers.

Joerges, B., & Nowotny, H. (Eds.). (2003). *Social studies of science and technology: Looking back, ahead* (Vol. 23). Springer Science & Business Media.

Traweek, S. (1993). An introduction to cultural and social studies of sciences and technologies. *Culture, medicine and psychiatry*, 17(1), 3-25.

Berson, M. J., & Balyta, P. (2004). Technological thinking and practice in the social studies: Transcending the tumultuous adolescence of reform. *Journal of Computing in Teacher Education*, 20(4), 141-150.

Suresh, L. B., Rama, B., & Ahmed, H. S. (2004). Information technology for rural development: An overview. *The Economic Challenger*, 6(23), 34-37.

RESEARCH PROJECT (ME/20C/405)
(Credits- 6)

Course Outcomes (COs)

CO 1	Identify appropriate research problem in the area of Social entrepreneurship
CO 2	Employ suitable research Design
CO 3	Collect data using appropriate qualitative and quantitative methods
CO 4	Analyse data using the appropriate tools and technology
CO 5	Prepare research report with Social entrepreneurial venture idea or plan.

Students would be required to take an individual assignment with a social entrepreneurial focus and they would give a topic that would be of critical importance for the development of social entrepreneurship field and concerned ecosystem. Students are to come out with a solution for the issue that they identify and they have to prepare a research report and submit in the required format for the evaluation.

Students have a choice to do Research Project with an Organization or independently engage with a community/society or contribute theoretical knowledge or research on their own social entrepreneurship idea.

Evaluation:

It carries 100 marks with equal contribution from both internal and external assessments.

FIELD IMMERSION 4 ME/22R/406
(Credit: 6)

Phase IV: Start up (Immersion into Incubation)

Course Outcomes (COs)

CO 1	Developing viable Product/Service through their social venture
CO 2	Analyzing the market and reaching out to customer through go to market strategy
CO 3	Demonstrate the significance of scaling and networking.

Action Learning Segment-I: Post pilot Enterprise, Venture Establishment Phase at Incubators

Soft Skills IV
ME/22S/407 (Credits-2)

Creative Implementation

Course Outcomes (COs)

CO 1	Identify and recognise various donors, investors, venture capitalist and angel investors for pitching/presenting business plan/idea.
CO 2	Application of projects/business plan that solve social problem/uncertainties through creative thinking and innovation.
CO 3	Demonstration of creative pitch skill with proper articulation for social venture development that addresses a social problem.
CO 4	Examine various aspects of customer and consumer behaviours
CO 5	Using creativity approach to connect with various stakeholders/customer/target beneficiaries.

Purpose:

It is assumed that by the last semester, students are up to some extent ready with an idea which they want to bring out. For many, it can be just in ideation phase. This course has responsibilities to give a last touch to each student by facilitating them a space to project themselves in front of sponsor, entrepreneur teacher and fellow classmates. With it, this session focuses on the skill needed for implementation of the project. Through the medium of puppetry or dance, the idea/product/services which is having by student will translate into implementation.

- ***Creative Elevator Pitch Skill*** - Based on Social Venture student have in mind, Present 1 or 2 min pitch to class for a social venture concept idea that addresses a social problem and proposed solution to the problem.
- Puppetry and/ or dance as a tool for Creative Thinking.
- Plot for Puppeteer must include – Customer Service and Customer Relationship (connecting with various stakeholders/customer/target beneficiaries)
- **Note:** Production of self established/scripted puppetry must be performing in front of teacher, students or in group at the end of this soft skill.

Boot Camp IV
Market orientation and practice

- Digital marketing Skill and launching the products
- Adopting social media platforms like Face book, Twitter, Instagram and YouTube for marketing
- Understanding Market Behaviour or/and Customer Behaviour (through activity based) Strategies and implementations to reach out to customers/target beneficiaries